

line 8, delete "Philippe P. Piernot" and
substitute --David P. Reed--;
line 9, delete "Todd A. Agulnick" and
substitute --Golan Levin--;
line 10, delete "Sally N. Rosenthal" and
substitute --Marc E. Davis--;
line 11, delete "Giles N. Goodhead" and
substitute --Sally N. Rosenthal--;
line 25, after "does", insert --,--.
At page 8, line 25, after "content data" (second
occurrence), insert --update--;
line 27, after "the" (first occurrence), insert
--content data--.
At page 14, line 3, after "data", insert --that--;
line 17, after "segments,", insert --or--.
At page 33, line 29, after "instructions", insert --330--.

IN THE DRAWINGS

Applicants request permission to amend FIG. 3B as indicated in red on a copy of FIG. 3B as originally filed that is enclosed with this Response to Office Action.

IN THE CLAIMS

Please amend the claims as follows:

- a1
1. (Amended) A system for engaging the peripheral attention of a person in the vicinity of a display device of an apparatus, comprising: